

How to Use ASKTRA

Hi Everyone. Let's learn how to use **ASKTRA** by following Phil.

1. Business owner Phil, logs in and reviews the **"GET STARTED"** section. Here he finds this guide plus videos, examples, and tips for maximizing survey responses.

TIP: Save your **"Personal Survey Link"** as a browser favorite or bookmark. Open your **Personal Survey Page** and try it! It even includes your name.

2. Phil's **ASK** message is an email to his customer Elaine asking her to complete his one question survey. His note includes hyperlinked text, connecting his **"Personal Survey Link"** to his **"Personal Survey Page"**. Super easy! FYI, **ASK** messages can also be posted on social media and texts.

3. Elaine receives Phil's email, and happily submits her survey. Phil's receives an instant **TRACK** email displaying Elaine's results. Additionally, within ASKTRA Phil sees all his survey results. He can export them too.

4. Phil's **WINs** by sharing with Elaine, "Referrals are welcome who can benefit from our expertise and you receive a 20% discount." Soon, her referrals become sales!

TIP: Customers providing survey ratings of 7 to 10 are prime sources of new referrals. Review **"Results are In: What to Do."**

5. Repeat the **ASKTRA** journey often to easily measure customer satisfaction AND provide gentle hints that you welcome referrals. Check out the **ACTIONABLE IDEAS** for sales tips that are updated frequently. And suggestions are welcome!

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit www.referralsafe.com/asktra frequently for new additions.